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PIONEER VALLEY UNITED WAY



The United Way: Historical Perspective

The records of February 11, 1666 state, "the town did mutually agree that there should be a collection called for the next Lord's Day to endeavor to raise a sum . . . to help a little against the want of some families." Since the founding of Springfield, some 30 years before, families in need were assisted by their neighbors, the physician or the church.

In 1830 philanthropic and progressive citizens of the community were challenged by existing welfare conditions. They organized the Springfield Charitable Society supported by voluntary contributions. It functioned as a temporary aid to families on the verge of permanent dependence.

In the wake of the Civil War, Springfield experienced an increase in population and unemployment. A progress pact also came to Springfield as industrialization found its niche in various corners of the Pioneer Valley.

Another phenomenon appeared at this time, the establishment of social work agencies to meet the human needs of the community.

In 1918 the Springfield Chamber of Commerce was requested to aid in formulating measures for helping several relief organizations of the community whose services were handicapped due to the solicitation for the war effort. When the proposal was made to the Chamber of Commerce Board of Directors it was suggested that the opinions of contributors to welfare projects be obtained. According to Mr. Shuart, President of the Chamber of Commerce, "the first man tackled was Albert Steiger, ever a liberal supporter of welfare projects." He promised his support and other business men followed: Henry H. Brown, Frederick Harris, William McClench and Andrew B. Wallace.

A committee was then appointed by the Chamber of Commerce to study the feasibility of a Community Chest. Upon their recommendation the first Emergency Charity Chest came into being.

Charles C. Ramsdell, director of the Chamber of Commerce explained the benefits of the drive in an article, "Putting Business Principles into Welfare Work," published in Community Progress, the Chamber of Commerce Annual Report of 1919. Mr. Ramsdell wrote:

"The Community Chest will do for the business man three things: It will relieve him of continuous solicitation. It will guarantee to him that the welfare work done in his interest and for which he gives his money will be carried on efficiently 52 weeks in the year.

It will furnish a vehicle of publicity through which not only the few who have vision and generosity and because they have had it have given in the past their full share, but the whole community can be 'sold' on welfare work in

(Continued on page 4)

An Open Letter to the Community

Serving as 1978 United Way of Pioneer Valley general campaign chairman and also as a vice president and trustee of this the largest human service organization in the Pioneer Valley, I have come to realize its benefit to our community and my own family, friends, and neighbors.

This year, in order to better prepare myself for my campaign role, I went on an extended United Way Come and See Tour of member agencies and saw first-hand how my own United Way contribution works year round for all of us.

I saw handicapped youngsters taking their first steps; blind clients finding new meaning in our "sighted world"; the drug abuser beginning a new life; young people being guided toward the right path in life and many more ways our United Way of Pioneer Valley contributions are helping to make our community a better place to live and work.

Please take just a few minutes to discover our United Way of Pioneer Valley in action by reading this special community United Way supplement.

I am sure you'll come to the same conclusion I did after my tour of United Way Agencies. We can all be extremely proud to be a part of such a worthwhile community effort and the fact that every dollar is spent effectively to improve the quality of life in our Pioneer Valley.

When you are asked to make your United Way of Pioneer Valley contribution this year please say Yes and, "Join Our Team of People Helping People."

Thanks to you, it will work for all of us . . . the United Way of Pioneer Valley

Roswell L. Derby

Men and Women "...for all seasons"

A three year United Way of Pioneer Valley campaign organization was announced recently by Roswell L. Derby, 1978 general campaign chairman and senior vice president of Community Savings Bank.

Serving with Derby on campaign leadership recruitment committee were five former campaign chairmen, William J. Clark, president of Massachusetts Mutual Life Insurance Company; Robert J. Gaudrault, president of Friendly Ice Cream Corporation; Graham King, chairman of the board of Valley Bank; John E. Mann, general agent for Massachusetts Mutual Life Insurance Company; and Vincent G. Martin, executive vice president of Milton Bradley Company.

John McP. Collins, chairman of the board of Springfield Institution for Savings will serve as vice campaign chairman under Derby and will serve as campaign chairman in 1980.

Chairing the Major Firms division is Lawrence B. Rybacki, vice president of Milton Bradley company. Helping Rybacki will be Roland P. LaFerriere, senior vice president of Valley Bank; John E. Mann, general agent for Massachusetts Mutual Life Insurance Company; and Vincent G. Martin, executive vice president of Milton Bradley Company, who will lead the division in 1979 and Leon E. Maglathlin Jr., vice president and chief administration officer of the Western Massachusetts Electric Company, who will direct the division in 1980.

The 1978 chairman of the Commerce and Industry division 1 is Gordon N. Oakes, Jr., president of Valley Bank. Rufus P. Cushman III, trust officer for Third National Bank and Frank W. Barrett, vice president of Shawmut First Bank and Trust Company, will serve as division vice chairmen. Cushman will head the division in 1979 and Barrett in 1980.

Wallace M. Burnett, president of Security National Bank, will lead the 1978 Commerce and Industry division 2.

He will be assisted by Andrew E. Skroback Jr., vice president of Old Colony Bank, who will be chairman in 1979 and B. John Dill, Asst. Treasurer, Springfield Institution for Savings, who will serve as 1980 division chairman.

Heading the Commerce and Industry division 3 is Ms. Karen E. DeMarco, operations manager of the American Telephone and Telegraph Company. Assisting her will be Robert F. Page, district commercial manager of New England Telephone Company, who will direct the division in 1979 and Seymour Sternberg, vice president of Massachusetts Mutual Life Insurance Company, who will assume responsibility for the division in 1980.

Hampden County Sheriff, Michael J. Ashe, will assume the leadership of the Public Service division, according to Derby. Serving as associate chairmen are Robert White, assistant vice president of Third National Bank and Alan Hale, director of development for Western New England College. White will direct the division in 1979 and Hale in 1980.

The Professional division will be chaired by James P. Sadowski, vice president of Williams Distributing Company. Frank A. Amatruda, CPA of Coopers and Lybrand and LaVerne W. Kane, vice president of Massachusetts Mutual Life Insurance Company will assist Sadowski. Amatruda will direct the division in 1979 and Kane in 1980.

Richard A. Morris, vice president of Valley Bank is directing the 1978 Special Gifts division. Assisting him are William T. Olmstead, partner in the firm of Palmer, Goodell, Keeney, Preston & Olmstead, who will take charge of the division in 1979 and Mrs. Irving A. Quimby, of (64 Ardsley Road) Longmeadow, slated to chair the division in 1980.

Serving as 1978 chairperson of the Residential division is

Mrs. Dorothy G. Marquis of (34 Wilbert Terrace) Agawam. Her associate chairwomen are Mrs. Ralph H. Dirats of (161 Butternut Hollow Road) West Springfield, who will direct the division in 1979 and Mrs. John I. Robinson, of (153 Western Avenue) Westfield, who will take charge of the division in 1980.

The Communications division is being led by Lewis E. McDonald, advertising production manager of Milton Bradley Company. He is being assisted by Kenneth J. Wildes, public relations director of Springfield College, who will be chairman in 1979 and John Briggs, public relations manager for New England Telephone Company, who will direct the division in 1980.

The 1978 Come and See Tour program will be chaired by Lee J. Deters, vice president, manufacturing, Smith & Wesson. Thomas M. Glynn, plant manager of the John H. Breck, division of American Cyanamid Company, is co-chairman.

Carl E. Breyer Jr., director of corporate planning research for Massachusetts Mutual Life Insurance Company, will chair the 1978 United Way Speakers Bureau program.

Derby said, "I am pleased that these men and women have agreed to work with me for a better community. Each of them has made a three year commitment to our community, working as associate division chairmen for two years and culminating with their division chairmanship the third year. This three-tiered leadership approach is the strength of the United Way of Pioneer Valley and certainly benefits the people in our community."



SUNRISE SWIMMERS . . . Each day youngsters from West Springfield and Agawam journey to the Springfield Boys Club and Carew Hill Girls Club to participate in this United Way of Pioneer Valley agency's Sunrise Swim program. Among them are left to right: Jill Cloran, Phil Bulter, Nicole Dickman, all from Agawam, and Gina Zariengo from West Springfield.

**Join the
Team!**
people
helping
people

She's at her Best When Busiest

Mrs. Moore is a very active volunteer in the Pioneer Valley Chapter of the American Red Cross, a Pioneer Valley United Way agency. She teaches various levels of first aid and cardiopulmonary resuscitation (CPR). The enthusiastic Mrs. Moore wishes "every body in the world could have basic knowledge of first aid and CPR."

Mrs. Moore, a nationally-registered emergency medical technician, is Chairwoman of the Health and Safety Education Committee and on the Red Cross Board of Directors and Executive Committee. She previously served as secretary of the organization.

She has been an active volunteer since 1966. "Once I became moderately involved, I saw a tremendous need for help . . . to pass on information and to help save lives," says Mrs. Moore.

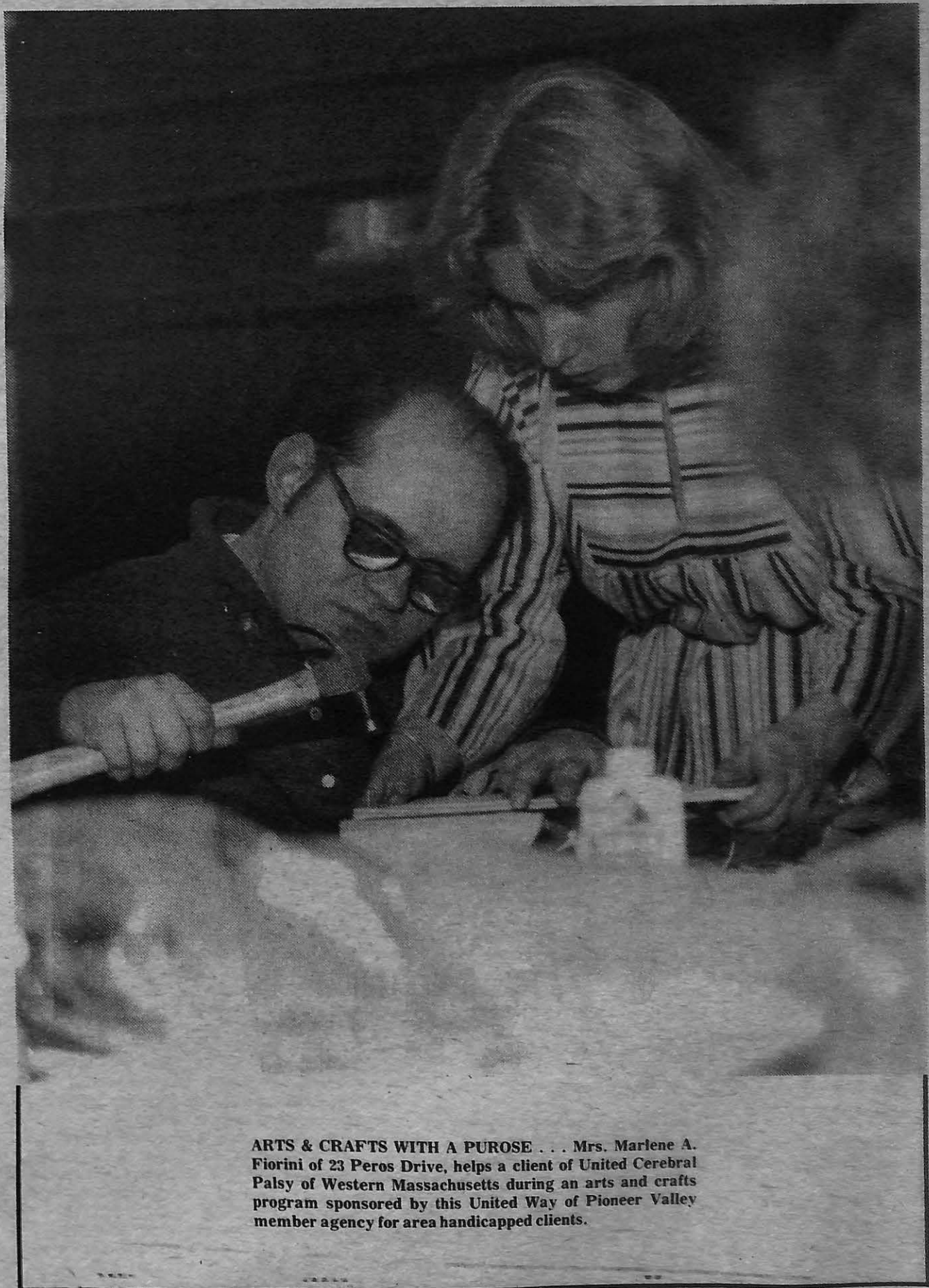
She exemplifies the spirit and need for Red Cross volunteers.

According to Executive Director William Phillips, the Red Cross depends greatly upon volunteer workers like Rita Moore. There are 1,263 volunteers, including 170 from Agawam, as well as 14 paid staff members at work throughout the Valley.

"Many people are unaware of the various Red Cross programs," says Phillips. In 1977 more than 20,000 units of blood were collected in the Pioneer Valley, including more than 600 units in Agawam. This year, participants have already completed over 437,000 hours of water safety and first aid (basic life saving and CPR) instruction. This Pioneer Valley United Way agency also provides community volunteers and serves disaster victims, youth, and military families and veterans.

Mrs. Moore and her husband, who have two daughters and a grandson, reside at 41 Federal Avenue, Agawam. They both volunteer for various community activities and organizations.

Rita Moore and Red Cross are never too busy to help.



ARTS & CRAFTS WITH A PUROSE . . . Mrs. Marlene A. Fiorini of 23 Peros Drive, helps a client of United Cerebral Palsy of Western Massachusetts during an arts and crafts program sponsored by this United Way of Pioneer Valley member agency for area handicapped clients.

The American Red Cross- A Good Neighbor

In Agawam last year over 170 of your family, friends, and neighbors volunteered their services to the Pioneer Valley Chapter of the American Red Cross, a United Way of Pioneer Valley member agency, helping to continue the local chapter's tradition of being "Your Good Neighbor" in time of personal need or family tragedy.

Many of these volunteers worked in highly visible assignments, while others worked behind the scenes to carry out the vital work of this many faceted United Way of Pioneer Valley agency. Their cooperative efforts ranged from blood donor recruitment to local disaster relief and from health and safety educational programs to serving as chapter board members, overseeing all local Red Cross activity.

During 1977 more than 600 units of blood were collected from Agawam educational, church, industrial and civic sponsored blood mobiles alone, with countless other local residents giving blood at their places of employment throughout the Pioneer Valley. Each day these pints of blood, collected by the Red Cross our primary collection and distribution resource, helped people who were seriously ill or injured survive their infirmities.

Fortunately last year Agawam did not record any severe local disasters resulting from fire, floods, tornados, or blizzards. If there had been a disaster in town this United Way of Pioneer Valley agency would have moved additional volunteers and equipment into Agawam to help affected families relocate, temporarily or permanently, and alleviate their pain and suffering resulting from this tragedy.

Ten Agawam families who had fathers, husbands, sons and daughters in the armed forces received Red Cross services ranging from financial assistance to communications assistance and related counseling activities from the Pioneer Valley Chapter of the American Red Cross last year.

The Chapter's first aid program, still another facet of it's life saving programs, aims to protect and save human lives while reversing the trend of accidents, which are the leading cause of death among all persons aged 1 to 38 years. They are the fourth leading cause of death among persons of all ages.

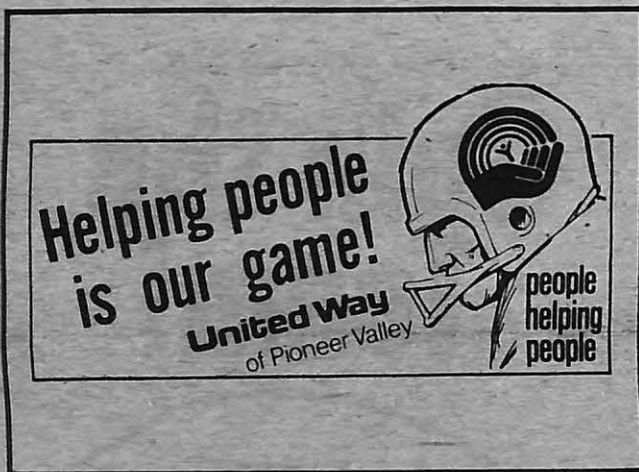
First aid courses ranging from basic first aid to cardiopulmonary resuscitation and from learn to swim to life saving have taught Agawam citizens skills that enabled them to know what to do when emergencies occur through accident or other sudden illness in their homes or at work. American Red Cross trained instructors brought these life saving programs last year to church groups, schools, civic organizations and area employees. They were also conducted on a scheduled basis at the Pioneer Valley Chapter's headquarters at 275 Maple Street in Springfield.

For more information about all Red Cross programs contact the Pioneer Valley Chapter at 737-4306.



UNITED WAY RECOGNITION . . . Mrs. Emily V. Speight (right) of (K-2 Belden Court) Agawam, formerly of (214 North Main St.) East Longmeadow recently was recognized for 20 years of volunteer service to the United Way of Pioneer

Valley. Presenting a plaque commemorating this achievement is Mrs. Dorothy G. Marquis of (34 Wilbert Terr.) Agawam, 1978 United Way of Pioneer Valley residential chairperson.



Big Brothers' Satisfying For Agawam Man

John W. Johnson's weekly visits with Alan ended six months ago. It was not an unhappy ending because Alan's parents — his real parents — reunited. You see, John Johnson had been Alan's surrogate parent of sorts for more than five years. He's a 'Big Brother.'

Johnson, an Agawam resident, believes in a strong family unit and Alan was part of his unit. "My wife and daughters accepted him into our home as a son and brother; they made him feel wanted."

Johnson's relationship was very rewarding. "It's not difficult to give your time when you see a 'kid' smile and go home happy," he notes.

One reason 'Big Brother' relationships are so satisfying, Johnson feels, is David G. Belding, Executive Director of Big Brothers of Springfield, Inc., a Pioneer Valley United Way agency. "Belding makes the relationships work by spending time with the boy's family and the Big Brother and smoothing the rough spots," says Johnson.

Belding feels this is time well spent. "The relationships we initiate will have a significant impact on the life of both the 'Big Brother' and the boy," notes Belding. "And because the organization wants the relationships to be successful, prospective 'Big Brothers' go through a detailed screening process."

"It's not that we want to discourage anyone, but when someone becomes a 'Big Brother' he has made a significant commitment, not only of his time but of himself," adds Belding.

Belding notes that Springfield Big Brothers have been very successful. Thus far, in 10 years of operation, he notes, most 'Big Brother' relationships have lasted an average of two and one half years, while some have continued indefinitely and are "as old as the organization."

Big Brothers of Greater Springfield, a United Way of Pioneer Valley Agency, have matched 100 boys with 'Big Brothers'. They have 140 more boys awaiting their turn.

"People sometimes are afraid to 'get their hands wet,'" notes Johnson, "But being a 'Big Brother' didn't hurt or take away from my family life. In fact, it added to it," he adds.

Big Brothers would like to have more men with a philosophy like John Johnson's so they can have more happy endings like Alan's.



AGAWAM YMCA . . . Agawam youngsters learn to work together under the supervision of Mrs. Mary Jeanne Tash, program leader (center). Participating in this United Way of Pioneer Valley sponsored program from left to right are: Mike Wood, 25 Sycamore Terrace; Mrs. Tash; Jeremiah Griffin, 27 Alhambra Circle; and Chester Wojcik, 15 Sycamore Terrace.

The United Way: Historical Perspective

Springfield and led to give in proportion to what welfare work does for all of us."

The community raised \$110,000 that year. The following year the proposal was again made to the Chamber of Commerce and the Community Chest Association was formed. The success of that campaign prompted the continuance of the movement.

The 19 original agencies were: Girls' City Club, Goodwill Home, Hampden County Children's Aid Association, St. John's Institutional Activities, Salvation Army, Society of the Prevention of Cruelty to Children, Springfield Boys' Club, Springfield Council Boy Scouts of America, Springfield Council Girl Scouts, Springfield Day Nursery, Springfield Girls' Club, Springfield Home for Friendless Women, Springfield Rescue Mission, Union Relief Association, United Hebrew Charities, Visiting Nurse Association, Wesson Memorial Aids and Charities, West Springfield Relief Association and the YWCA.

The number of contributors in 1920 were 6,966. In the 1920's the community geared its health program to improving methodology. Child welfare programs were reorganized and facilities for youth activities increased.

The 1930's forced the city government, the Chest and its members to face the dilemma of dividing responsibility for relief demands. These were the years of continuous self-examination. Studies were made on juvenile delinquency, mental hygiene which resulted in the establishment of the Child Guidance Clinic and a comprehensive self study of all Chest agencies.

Official recognition from the Army and Navy for the Legal Aid Society showed the emphasis of the war years. The Community Chest continued to aid those at home while service men and their families received attention as well.

In March 1949, the Community Chest Board of Trustees formed a committee to investigate the feasibility of further federating the financing of health, welfare and recreational agencies.

Springfield was suffering from a multiplicity of war campaigns, an average of one local, state and national campaign a month. By 1950 large firms concluded the most efficient and satisfactory procedure from an employee-company viewpoint and for the best interests of the community was to support one combined campaign. In this way expenses incurred in conducting a multiplicity of campaigns would be avoided. Fair share would be what it says it is, money given fairly to provide various services rather than given to operating expenses for all these campaigns.

On July 6, 1950 a Federation Committee appointed by 125 leaders of the Community authorized the forming of the United Fund of Greater Springfield, Massachusetts Incorporated as a charitable corporation under the laws of the Commonwealth. On July 25 the organization was in operation with elected trustees and officers.

In 1965 the Westfield Chapter of the Red Cross joined the Fund and the name was changed to the Pioneer Valley United Fund, Inc.

In 1972 the name was changed to the United Way of Pioneer Valley.

The United Way has an open door policy which invites into membership all agencies which have a sound well-managed, non-duplicating program of needed services to people. Requirements include willingness to submit service and financial statistics and have their budgets reviewed by a volunteer local budget committees, and will refrain from other fund raising activities for operating needs.

Budgeting is the connecting link between planning and campaigning. As a balance between needs and resources it is a guarantee to contributors that their fair share is spent wisely.

The Community Council acts as a planner for the United Way. It is made up of persons and organizations representing the whole community. The Council seeks to learn community needs. It is concerned with standards of service and working relationships among member agencies as well as other private and non-private agencies.

"... as long as there are people in need, the way to support them is the United Way ..."



The Domino King Boosts United Way

The "Domino King", in the person of Bob Specca, Jr., an astronomy major at the University of Pennsylvania, joined 1978 United Way campaign chairman, Roswell L. Derby (center), senior vice president of Community Savings Bank, and United Way president, Burke A. Weisend, president of Package Machinery Co., in the announcement of the \$2,321,893 goal in Baystate West's Mirror Court.

Join the Team!



people
helping
people

the United Way

MEMBER AGENCIES

Big Brothers	781-4730
Boy Scouts of America	
Pioneer Valley Council, Inc.	737-0204
Child & Family Service of Springfield, Inc.	737-1426
Child Guidance Clinic	732-7419
Children's Protective Services	734-3169
Community Care Center	736-3668
Community Council of	
Greater Springfield, Inc.	781-3650
Drug Abuse Foundation of	
Pioneer Valley, Inc.	733-7834
Dunbar Community Center	788-6143
Hampden County Association for the	
Retarded	732-0531
Hampden District Mental Health Clinic	734-3151
Jewish Community Center	739-4715
Jewish Family Service of Greater	
Springfield, Inc.	737-2601
Legal Aid Society	736-0379
Ludlow Boys' and Girls' Club	583-2072
Massachusetts Association for the Blind	734-7343
Metropolitan Springfield Y.M.C.A.	
Agawam—West Springfield	739-6951
North End Community Center	739-2813
Pioneer Valley Chapter American Red Cross	737-4306
Pioneer Valley Girl Scouts	734-3159
Prisoner Rehabilitation	781-1560
Salvation Army Citadel—Hunter Place	733-1518
South End Community Center	788-6173
Springfield Boys' Club	732-7201
Carew Hill Girls' Club	736-1479
Springfield Day Nursery	733-2181
William Street	733-2181
Christ Church Cathedral	733-2181
Brightwood Day Care Center	733-2181
Faith Church—Special Needs	733-2181
Liberty Hill	733-2181
Ridgewood Place	733-2181
Family Day Care—Hickory St.	733-2181
Springfield Girls' Club Family Center	739-4743
Springfield Goodwill Industries, Inc.	788-6981
Springfield Y.W.C.A.	732-3121
United Cerebral Palsy of	
Western Massachusetts, Inc.	788-9695
United Service Organization, Inc.	
United Way of Pioneer Valley Campership	
Program—Information and Referral Service	737-2691
Urban League of Springfield, Inc.	739-4793
Visiting Nurse Association	781-5070
Western Massachusetts Girl Scout	
Council, Inc.	584-2602
Westfield Boys' Club	562-2301
Westfield Chapter—American Red Cross	562-9684
Westfield Salvation Army	568-1547
Westfield Y.M.C.A.	568-8631
West Springfield Boys and Girls Club	736-1831

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PIONEER VALLEY UNITED WAY